



Idaho State Liquor Dispensary
P.O. Box 179001
Boise, ID 83717-9001
208-947-9400

5-5-05

JUNE 2005 LISTING MEETING

To: All Idaho Sales Representatives/Brokers & Idaho Grape Growers and Wine Producers Commission

Copy: Dyke, Ken, Art, Bruce, Gordon

From: Bill Applegate

The ***June 2005 Listing Meeting*** will be held here in Boise beginning:

**1:30 pm on June 14,
All day on the 15th,
The morning of the 16th
And the afternoon of the 16th if necessary.**

The meetings will be held at the Holiday Inn, Vista Avenue and Interstate 84, near the Boise Airport.

Each supplier may submit **2 products**, which can include additional sizes of the same product. In some cases, ISLD may ask that suppliers present additional products, beyond the 2 products normally allowed, solely at ISLD's prerogative.

- For **new products** we need a *Standard Price Quote*, a *New Product Information Sheet*, and 2 Color Photographs for each new product you're offering no later than **Tuesday, May 31, 2005**
- **Flavor extensions or packaging extensions** (e.g. plastic or travelers) can be presented, but for this meeting these will be included in the limit of 2 products. We need a *Standard Price Quote*, a *New Product Information Sheet*, and 2 Color Photographs for each Flavor extension or packaging extension you're offering no later than **Tuesday, May 31, 2005**
- **Size extensions** can be presented, but for this meeting these will be included in the limit of 2 products. A *Standard Price Quote*, and a *Product Information Sheet* will be required for each size extension, no photographs will be necessary.
- You may re-present products that have been rejected in prior listing meetings; these will also be included in the limit of **2 products**. It will be necessary to provide the *Standard Price Quote*, a *New Product Information Sheet*, and 2 Color Photographs for product being re-presented.

Requests for presentation appointments will be handled by Kay Bennett at 208-947-9460 beginning on **WEDNESDAY MAY 25, 2005.** ISLD reserves the right to arrange the final presentation schedule.

We want to manage your time and the Listing Committee's time as well as possible. We will be adhering strictly to a time limit of **no more than 5 to 10 minutes per product being presented.** Please help us stay on schedule by insuring that your presentation can be completed within the allotted time. Setting up POS materials, handing out information, or preparing samples to support the presentations must be done within the time allotted.

Preparing handouts, presentation books, or statistical information for the Listing Committee members is **optional** and will not be required.

If you plan to hand out statistical or sales comparison information, I need an advance copy when you send the *Standard Price Quote*, and a *Product Information Sheets*. If you provide sales information sheets, that I haven't had an opportunity to review ahead of time, I will tell the committee that I can't verify the information.

We are making a second, adjacent room available for your use to prepare for the presentations, get the presentation materials ready, repackage display goods or for other uses.

Please notify your Suppliers as quickly as possible, and as always, supplier participation is welcome and encouraged.

If you have questions please call me at 208-947-9456.